Navy Public Affairs Guide

Collateral Duty Public Affairs

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Congratulations on your selection as your command's Collateral Duty Public Affairs Officer (CDPAO)!

In today's fast-moving communication environment, you have one of your command's most important collateral duties with the responsibility to communicate with your fellow Sailors, their families and the U.S. public alike. When well-executed, a command's public affairs program directly contributes to the command's mission by ensuring the unit personnel understands its role, to morale by keeping unit personnel and their families informed and to the command's public presence by highlighting the command's and its personnel's achievements.

The Navy asks a lot from its public affairs officers. Their activities can be grouped into three major functions:

PUBLIC INFORMATION • releasing information and communicating to the American public at large

- Hometown News through Fleet Hometown News Program and the Navy Office of Community Outreach
- External Official Presences on Social Media (Facebook, Twitter, Flickr, YouTube, etc.)
- Command Website
- Distinguished Visitor Engagement/Support
- Media Relations/Support

INTERNAL INFORMATION • communicating with command members, their families, retirees

- External Official Presences on Social Media
- Family Days/Family Cruises/Tiger Cruises
- Port Briefs
- Cruisebooks

COMMUNITY OUTREACH • interacting with the local community at home and while deployed

- Tours
- Participation in community events
- Project Handclasp deliveries during overseas port visits
- School Partnerships
- Ship Namesake Programs

This guide is designed to help you perform the duties most commonly tasked to CDPAOs by their commanders and the full-time PAOs at the next higher echelon command. You may not be asked to do all of these tasks and you may be asked to do some that are not included in this guide.

You have several resources to help you in these tasks. Each level of your operational chain of command from the strike group to the fleet has experienced, full-time public affairs professionals who can provide training and guidance on how to execute your command program and to guide you during crisis situations. Pick up the phone and introduce yourself. Stay in regular contact to ensure you, your command and the Navy are getting the most from your public affairs efforts.

The Five Ws and the H

In everything we do in public affairs, we answer as many of the five Ws and the H as possible. These are defined as: who, what, when, where, why and how. Let's start by applying them to your command's public affairs program:

WHO

You, working closely with your commanding officer, executive officer and command master chief. In the most effective programs, every single Sailor is able to support the program in some way, from being a good ambassador for the Navy to serving as tour guides to participating in the Fleet Hometown News Program.

WHAT

Plan, coordinate and synchronize your command public affairs program designed to support the command mission. This guide will provide details on exactly what.

WHEN

A on-going program with some days busier than others

WHERE

At your command, wherever it happens to be

WHY

To support the command and Navy mission and command morale

HOW

The rest of the guide will explain how

Public Affairs Fundamentals

All of the Department of Defense and the military services' public affairs programs are guided by the DoD Principles of Information and the tenets of public affairs. As a CDPAO, you need to know and understand each of them.

THE PRINCIPLES OF INFORMATION

"It is Department of Defense policy to make available timely and accurate information so that the public, the Congress, and the news media may assess and understand the facts about national security and defense strategy. Requests for information from organizations and private citizens shall be answered quickly. In carrying out that DoD policy, the following principles of information shall apply:

"Information shall be made fully and readily available, consistent with statutory requirements, unless its release is precluded by national security constraints or valid statutory mandates or exceptions. The Freedom of Information Act will be supported in both letter and spirit.

"A free flow of general and military information shall be made available, without censorship or propaganda, to the men and women of the Armed Forces and their dependents.

"Information will not be classified or otherwise withheld to protect the Government from criticism or embarrassment.

"Information shall be withheld when disclosure would adversely affect national security, threaten the safety or privacy of U.S. Government personnel or their families, violate the privacy of the citizens of the United States, or be contrary to law.

"The Department of Defense's obligation to provide the public with information on DoD major programs may require detailed Public Affairs (PA) planning and coordination in the Department of Defense and with the other Government Agencies. Such activity is to expedite the flow of information to the public; propaganda has no place in DoD public affairs programs."

THE TENETS OF PUBLIC AFFAIRS

- Tell the truth
- Provide timely information and imagery
- Practice security at the source
- Provide consistent information at all levels
- Tell the DoD and Navy story
- Provide the context to enhance understanding.

You can read more about the tenets of public affairs in Chapter 1 of Joint Publication 3-61, Public Affairs.

RESOURCES:
SECNAVINST 5720.44C
Joint Publication 3-61, Public Affairs

Public Information

Public information is information of a military nature, the dissemination of which is consistent with security and the DoD Principles of Information. While technology provides us with new public information opportunities, it is still largely a matter of ensuring media have access to the information they need to report on military activities. Public information is the chief underlying function of all public affairs activities and fulfills the responsibility of all federally funded agencies for accountability to the taxpayers. To build a strong public information/media relations program, you must establish and maintain credibility.

Working with the media in your area is an important part of a successful public information program. Adhering to the DoD Principles of Information (previous page) and the basic tenets of public affairs will result in more effective relationships with the media. As in any area of human relations, treat others as you would like to be treated. Be professional. Remembering these simple do's and don'ts will help guide you:

DO:

- Be available at all hours

- Tell the truth

- Provide the context to enhance understanding

- Tell reporters up front if you cannot comment on a particular subject or if the answer is classified

- Get the facts out accurately and in a timely manner

- Be aware of time or space limitations, deadlines or other special requirements

- Know the audience of each medium

- Know the people who work in the media

DON'T:

- Lie

- Speculate

- Ask a reporter to kill a story

- Be partial in dealing with news media representatives for any reason

- Release information to other news media representatives that has been given to you by a news media representative

- Be a publicity hound

- Ask news media representatives to slant their stories, withhold information or do favors

Internal Communication

Internal communication is communication by a military organization with service members, civilian employees, retirees, and family members of the organization that creates an awareness of the organization's goals and activities, informs them of significant developments affecting them and the organization, increases their effectiveness as ambassadors of the organization, and keeps them informed about what is going on in the organization.

Increasingly, internal communication and external communication are more closely linked as military personnel, civilian employees, family members and the media draw from the same sources of information.

Your internal audience consists of active and Reserve Navy members, families, civilian employees, contract employees, retirees, and Navy organizations. There are six general internal communication goals you should always keep in mind:

1	Link Sailors and their leaders through a free flow of news and information.
2	Help Sailors understand their roles in the Navy mission.
3	Explain how policies, programs and operations affect Navy members.
4	Promote good citizenship and foster pride.
5	Recognize individual and team achievements.
6	Provide avenues for feedback.

There are many ways in which you can "get the word out" to accomplish these six goals. Often the best method is to use as many communication channels as possible for one piece of news. Most small commands have the following communication channels available to them:

Direct or verbal	such as Captain's Call, passing the word during quarters or from person to person
Print	such as the Plan of the Day/Week, command newsletters or brochures
Displays	such as bulletin boards or posters
Electronic media	such as email, Facebook posts, blog posts, command website
Broadcast	such as radio, TV and CCTV

Community Outreach

Community outreach is the third function of public affairs and is defined as a planned series of events and activities that foster communication and understanding between military and civilian communities.

Fostering and furthering good relations with communities at home and abroad is in the best interest of the Navy. A well-planned community outreach program will help earn public support and understanding of the Navy's mission and capabilities by increasing public exposure to, and understanding of, military personnel, facilities, equipment and programs. Community outreach also works to support recruiting goals and inspires patriotism. Your ISIC may have funds available to support community outreach programs .

The most common programs small commands use in community outreach include:

TOURS
Navy commands, regardless of their size or mission, generate community interest. For this reason, tours are often an important part of any community outreach program, as visitors witness firsthand the Navy in action. The CDPAO should be responsible for handling requests for tours, selecting and training tour guides, and planning and coordinating tours.

PARTICIPATION IN COMMUNITY EVENTS
Military members may support community requests to participate in local events as part of an honor guard, science fair, marching unit, etc. Generally, efforts involving service members, such as joint cleanup ventures or blood drives, are most productive. Support must be confined to activities of common public interest and benefit a local, state, regional or national interest, unless specifically authorized by public law or executive order. When in doubt, talk to the next PAO in your PA chain of command.

SCHOOL PARTNERSHIPS
Commands can do a wide variety of activities with their school partners, from regular classroom visits, judging science fairs, and tutoring and mentoring students to writing letters back during deployments and hosting command visits.

SHIP NAMESAKE PROGRAMS
Ships named for places often maintain namesake programs where the Sailors visit the region and people from the region support the ship with letters and care packages during deployments.

PROJECT HANDCLASP DONATIONS
While deployed overseas, most ships bring along Project Handclasp materials to distribute as part of community engagement activities. Project Handclasp humanitarian, educational and goodwill materials are donated by America's private sector at no cost to the government and then distributed personally by Sailors to those in need overseas.

RESOURCES:

SECNAVINST 5720.44C
OPNAVINST 5720.2M
OPNAVINST 5726.8A
OPNAVINST 5760.5C
COMUSFLTFORCOMINST 5726.3

CINCPACFLTINST 7042.7F
Project Handclasp (http://www.navy.mil/local/handclasp/)
Mass Communication Specialist
Basic Training Manual, Chapter 2
(https://courses.netc.navy.mil/courses/15010A/15010A.pdf)

Public Affairs Program for a Small Command

ONGOING

- [ ] Understand the difference between your operational and administrative chains of commands
- [ ] Contact the next higher office in your public affairs chain of command regularly
- [ ] Maintain command's official presences on key social media sites such as Facebook, if the command has them
- [ ] Maintain a command website in compliance with SECNAVINST 5720.44C, if the command has one
- [ ] Communicate within OPSEC guidelines with Sailors and their families about policies and events that affect them
- [ ] Provide public affairs support during emergent events such as accidents/incidents
- [ ] Provide public affairs support to command exercises and operations
- [ ] Provide public affairs support for planned major command events such as change of command, distinguished visitor visits, official receptions
- [ ] Establish and maintain a Fleet Hometown News Program for the command, submitting stories for promotions and awards
- [ ] Create and maintain a standard tour program for guests

PREDEPLOYMENT FOR DEPLOYABLE UNITS (ALL ONGOING PA PROGRAM ACTIVITIES PLUS)

- [ ] Welcome Aboard pamphlets
    - Update command "Welcome Aboard" pamphlet
    - Translate brochure into languages of the countries you're likely to visit
    - Have enough copies printed in each language for the entire deployment
- [ ] Port Briefs
    - Gather information you'll need to prepare port briefs for each of the ports/cities you're likely to visit in advance
- [ ] Fleet Hometown News Program
    - Establish a command hold file for the deployment
- [ ] Contact the next higher office in your public affairs chain of command for specific requirements for your deployment and get information on how your public affairs chain of command changes while deployed
- [ ] Maintain regular contact with the next higher office in your public affairs chain of command
- [ ] If the cruisebook falls under your responsibilities, start planning earlier rather than later
- [ ] Determine the best means to keep families informed while deployed – Ombudsman hotline, regular updates to social media outlets, mailed familygrams – and set up policies and infrastructure required to support
- [ ] Ensure you have the ability to take and transmit imagery and to forward news stories – test during workups

☐ Ensure your command leaders receive media training

☐ Ensure the command is provided with a media familiarization brief

While Deployed (all ongoing PA program activities plus)

☐ Maintain regular contact with the next higher office in your public affairs chain of command – more frequently if you are actively working stories or events.

☐ Fleet Hometown News Program
- Keep hold file up to date
- Write hold file stories announcing deployment, after port visits, upon return to homeport and for participation in major military operations and exercises

☐ News Stories and Imagery
- Submit regularly – contact your next higher public affairs office for requirements on how often and which topics to focus on

☐ Media Relations/Support
- Your next higher public affairs office will notify you of requirements

☐ Distinguished Visitor Embarkation
- You may be the action officer for these

☐ Port Briefs
- Prepare for each port visited

☐ Accidents/Incidents
- Gather the five Ws and H and submit to the next higher public affairs office within the hour

Homecoming

☐ Fleet Hometown News Program
- Update hold file one last time
- Prepare end of deployment hold file story
- Close out hold file

☐ Write end of deployment news story highlighting the command's accomplishments while deployed

☐ Work with next higher public affairs office to arrange for homecoming photography and videography, and to notify homeport media

Your Public Affairs Chain of Command

As a CDPAO, your chain of command for PA follows your normal chain of command. Depending on your type of command, such as those in the fleet, you may have an administrative and an operational chain of command. Not every link in those chains of command have full-time, designated public affairs officers (PAO) who are either special duty restricted line officers (1650 designator), government civilians (1035 series), or enlisted Mass Communication Specialists (MC).

It is very important to know which commands in your chain have those specialists and to make contact with them immediately after being assigned the CDPAO. Many times your unit's immediate superior in command (ISIC) will not have a specialist in PA, and there may be multiple commands between yours and the first one having the specialist. Each of those commands without a specialist, however, may have someone designated as its CDPAO or who is otherwise responsible for PA matters. Be sure there is agreement among the commands on how PA will be handled, and be sure you understand it. In most emergency situations, your unit will likely deal directly with the designated PAO while keeping the intermediary commands informed. Figures 1 and 2 provide a simplified view of the administrative and operational chains of command.

As your command prepares for and begins a deployment, there are certain to be changes in your operational chain of command. It is important to keep track of where the designated PAOs are. For example, a ship or air squadron deploying from San Diego as part of a carrier strike group (CSG) will be the responsibility of the CSG PAO, who is usually dual-hatted as the carrier PAO. The next PAOs up the chain would usually be at 3rd Fleet and Pacific Fleet. During the transit west, 7th Fleet will replace 3rd Fleet, and when your ship arrives in the Middle East region, 5th Fleet/Naval Forces, Central Command takes over for 7th and Pacific Fleets as the operational commanders above the CSG. Each of those numbered fleet PAOs send guidance on doing PA in their region. Getting the guidance before you deploy is a good idea. Contact the CSG/carrier PAO for assistance. While you're at it, ask for a meeting with that PAO early in the workup cycle.

Keeping all of this straight in your mind may be difficult at first, but establishing and maintaining regular contact with the PAOs in the AORs you are or will be operating in will make it easier and is essential to being prepared for emergencies and ensuring message alignment with established PA guidance.

RESOURCES:

Navy PA Directory at
(https://www.chinfo.navy.mil/paodir/index.html)

Figure 1: ADMINISTRATIVE CHAIN OF COMMAND

YOUR UNIT → SQUADRON → TYPE COMMAND (TYCOM)

CPF — COMMANDER UNITED STATES PACIFIC FLEET

CFFC — UNITED STATES FLEET FORCES COMMAND

→ OPNAV/CHINFO
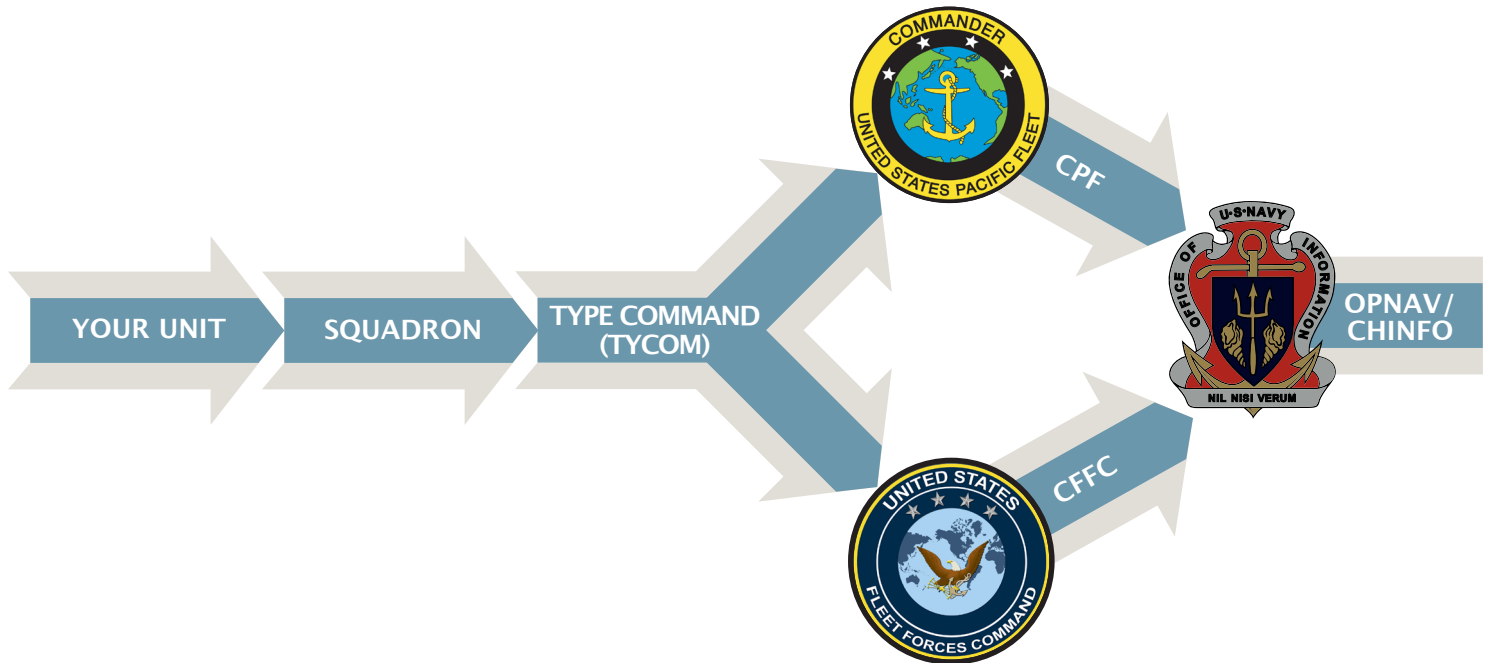
Figure 2: OPERATIONAL PUBLIC AFFAIRS CHAIN OF COMMAND

YOUR UNIT — STRIKE GROUP

TASK FORCE

4TH FLEET	6TH FLEET	5TH FLEET	7TH FLEET	3RD FLEET
NAVSO	NAVEUR/NAVAF	NAVCENT	CPF	USFF
SOUTHCOM	EUCOM / AFRICOM	CENTCOM	PACOM	NORTHCOM

Key Public Affairs Office Contact Information

ATLANTIC

U.S. Fleet Forces
Norfolk
Main Office: 757–836–3630

U.S. Fourth Fleet
Jacksonville, FL
Main Office: 904–270–4813
email: comusnavso–c4f_mypt_pao@navy.mil

U.S. Naval Forces Europe/Africa/U.S. Sixth Fleet
Naples, Italy
Main Office:
email: pao_cnecna@eu.navy.mil

U.S. Navy Forces Central Command/U.S. Fifth Fleet
Bahrain
Main Office: 011–973–1785–4027/4561
email: navcentpao@me.navy.mil

SURFLANT
Norfolk
Main Office: 757–836–3330
email: cnsl_nflt_pao@navy.mil

AIRLANT
Norfolk
Main Office: 757–444–3373

SUBLANT
Norfolk
Main Office: 757–836–1650

Navy Expeditionary Combat Command
Norfolk
Main Office: 757–462–4316 ext. 252
email: necc.pao.fct@navy.mil

Navy Public Affairs Support Element East
Norfolk
Command Quarterdeck: 757–444–4659
Training Department: 757–444–7548

PACIFIC

U.S. Pacific Fleet
Pearl Harbor
Main Office: 808–471–3769/Duty cell: 808–478–8408
email: cpf.webmaster@navy.mil

U.S. Third Fleet
San Diego
Main Office: 619–767–4382/DSN 577–4382
email: w_spsc_c3f_all_pao_gs@navy.mil

U.S. Seventh Fleet
Japan
Main Office: 808–653–2152/DSN: 315–453–2152
email: webmaster@c7f.navy.mil

U.S. Navy Forces Central Command/U.S. Fifth Fleet
Bahrain
Main Office: 011–973–1785–4027/4561
email: navcentpao@me.navy.mil

SURFPAC
San Diego
Main Office: 619–437–2735
email: cnsf.pao@navy.mil

AIRPAC
San Diego
Main Office: 619–767–1625
email: cnaf.pao@navy.mil

SUBPAC
Pearl Harbor
Main Office: 808–473–0911
email: subpacpa.csp@navy.mil

Navy Expeditionary Combat Command
Norfolk
Main Office: 757–462–4316 ext. 252
email: necc.pao.fct@navy.mil

Navy Public Affairs Support Element West
San Diego
Command Quarterdeck: 619–545–1180
Training Department: 619–767–1713

How to Evaluate Information for Public Release

Understanding the basic policy on the release of information is the cornerstone of everything we do in Navy public affairs. It affects what information we release to the public, how we handle the media, what we publish and how we respond to the public in general. Remember, DoD and Navy public affairs policies mandate us to be as open as possible and release information with minimum delay.

However, the need to provide public information to the Navy's various audiences must be balanced with the need to protect operational security, privacy of information, information security and personal safety. Some information is not releasable, such as that which would adversely affect national security, threaten the privacy or safety of personnel or their families, violate the privacy of an individual or that which is contrary to law.

While there are many guidelines to follow when determining whether or not to publically release information or imagery, the most important one to follow before moving to the others is to ask, "Is this something completely within our command's authority?" If the information or imagery pertains to a larger issue that your command does not own and you haven't been delegated release authority for it, then DO NOT release the information or imagery.

If the information or imagery is completely within your command's authority to release per direction from the operations order (OPORD 201 from the Fleet command you fall under) or the Fleet PAO, then you must consider the following:

ABILITY	Do you have the information or imagery to release?
COMPETENCY	Are you or someone else at your command the subject matter expert?
SECURITY	Is the information or imagery unclassified and not operationally sensitive?
ACCURACY	Is the information or imagery accurate and factual?
PROPRIETY	Is it appropriate and in good taste?
POLICY	Does it adhere to established DoD, DON and command policy including the Freedom of Information Act (FOIA), the Privacy Act and the Health Insurance Portability and Accountability Act (HIPAA)?

If your answer to all of these questions is yes, then in most cases, you should be able to publically release the information or imagery without an issue. If you're not sure that you should release something or not, contact the next echelon PAO for additional guidance.

RESOURCES:

SECNAVINST 5720.44C
Mass Communication Specialist – Basic Training Manual, Chapter 1
(https://courses.netc.navy.mil/courses/15010A/15010A.pdf)
Navy Public Affairs Guide to Public Release of Information and Imagery, NAVSO P–5728.03

How to Take a Photo for Public Release

What You'll Need

- A digital camera with flash capable of transferring photos to a computer for transmission

BEFORE THE SHOOT

- Ensure your camera has freshly charged batteries and an empty storage card.
- Take a pen and notepad to jot down the spelling of people's names and the five Ws and the H.
- Think about how an image can help tell the story – who/what needs to be in the photo? What is the action? Where must you be to capture that image?

HELPFUL TIPS ONCE YOU'RE AT THE SHOOT

- Tell the story in the image – capture the subject and action taking place
- The image should be able to stand on its own without a story – sometimes only the photo will be included in a publication or on a website
- Fill the frame of the image
- Don't be afraid to get close to the subject of the image to do this (be safe!)
- Don't cut off limbs and heads
- Don't stage photos
- When possible, get faces and hands of the individual you are shooting in the shot
- If shooting outside, keep the sun behind you and on the subject if possible
- If shooting indoors, use a flash
- Write down the correct spelling of the names of the individuals featured in your images
- Write down the five Ws and the H
- Before you shoot, ask yourself, "is the image in good taste and does it represent the Navy in a positive manner?" If not, don't shoot
- Check for OPSEC in the background and on the subject
- Ensure everyone is following proper safety procedures, such as using personal protective equipment
- Ensure everyone is within uniform regulations/standards

RESOURCES:

Navy Media Content Services
(http://www.imagery.navy.mil/navy-vi-insider.html
and http://imagery.navy.mil/training/imagery_ideas.pdf)
Navy.mil (http://www.navy.mil/photo_submit.asp)
Defense Imagery (http://www.defenseimagery.mil)
Mass Communication Specialist
Basic Training Manual, Chapter 11
https://courses.netc.navy.mil/courses/15010A/15010A.pdf
Essential Skills Photography Course at NPASE East and West

How to Write a VIRIN to Identify Imagery (Photos & Video)

What You'll Need

- A VISION ID for the photographer
- A photo or video

Every image publically released – that is posted to a Navy website or a command social media presence must have a caption and a VIRIN – a Visual Information Record Identification Number. The image's file name should be its VIRIN.

A VIRIN consists of 15 data elements in four fields, separated by three hyphens for a total of 18 characters organized in the alphanumeric format.

YYMMDD–N–AB123–XXX

Field 1:
The year, month and day the image was taken

Field 2:
The service affiliation of the photographer.
N indicates a uniformed member, civilian or contract employee of the Navy, while M indicates a uniformed member, civilian or contract employee of the Marine Corps. These will be the most commonly used affiliations within the Department of the Navy.

Field 3:
The photographer's Vision ID number. To apply for one, go to:

https://vipro.defenseimagery.mil/newvipro

Field 4:
The approximate order in which each image was taken by the photographer indicated in Fields 2 and 3 on the date used in Field 1, starting with 001 and continuing consecutively as necessary up to 999. Field 4 of the VIRIN should reflect the approximate order of the photographs taken on a given day, without regard to variables such as media (i.e. digital or film), so that no two images are assigned identical VIRINs.

RESOURCES:

Defense Imagery Website
http://www.defenseimagery.mil

How to Write a Caption for Imagery

GENERAL FORMAT

VIRIN LOCATION (Month, Day, Year) Subject (person) verb (action) object (to who or what). Standard wording about the unit, its mission, strike group and its deployment. (U.S. Navy photo by rate/rank first name, last name/Released)

111123–N–ER662–530 INDIAN OCEAN (Nov. 23, 2011) Boatswain's Mate 3rd Class Taylor Franklin steers the Arleigh Burke–class guided–missile destroyer USS Stethem (DDG 63) during a replenishment at sea. Stethem is part of the Essex Expeditionary Strike Group. (U.S. Navy photo by Mass Communication Specialist 3rd Class Matthew R. Cole/Released)

111122–N–YM590–075 MEDITERRANEAN SEA (Nov. 22, 2011) Rear Adm. Nora W. Tyson, commander of Carrier Strike Group (CSG) 2, left, speaks with Sailors in the central control station during a visit aboard the guided–missile cruiser USS Anzio (CG 68). Anzio is deployed in the U.S. 6th Fleet area of responsibility conducting maritime security operations and theater security cooperation efforts. (U.S. Navy photo by Mass Communication Specialist 2nd Class Brian M. Brooks/Released)

RESOURCES:

Navy Media Content Services
(http://imagery.navy.mil/training/captioning_basics.pdf)
Navy Style Guide
(http://www.navy.mil/submit/view_styleguide.asp)
Associated Press Style Guide
(available for purchase at http://www.apstylebook.com/)
Mass Communication Specialist
Basic Training Manual, Chapter 11
(https://courses.netc.navy.mil/courses/15010A/15010A.pdf)

How to Transmit Imagery

The technology the Navy uses to transmit imagery is constantly improving. For the latest information on how to transmit imagery from your command to CHINFO, refer to the instructions available on the link below. Additionally, your operational and/or public affairs chain of command will likely have additional requirements regarding the transmission of imagery, to include emailing released photos to CTF and Fleet public affairs staffs for immediate use when required.

Be sure to practice transmitting images during your deployment workups so that you'll have time to work through any issues PRIOR to leaving for deployment.
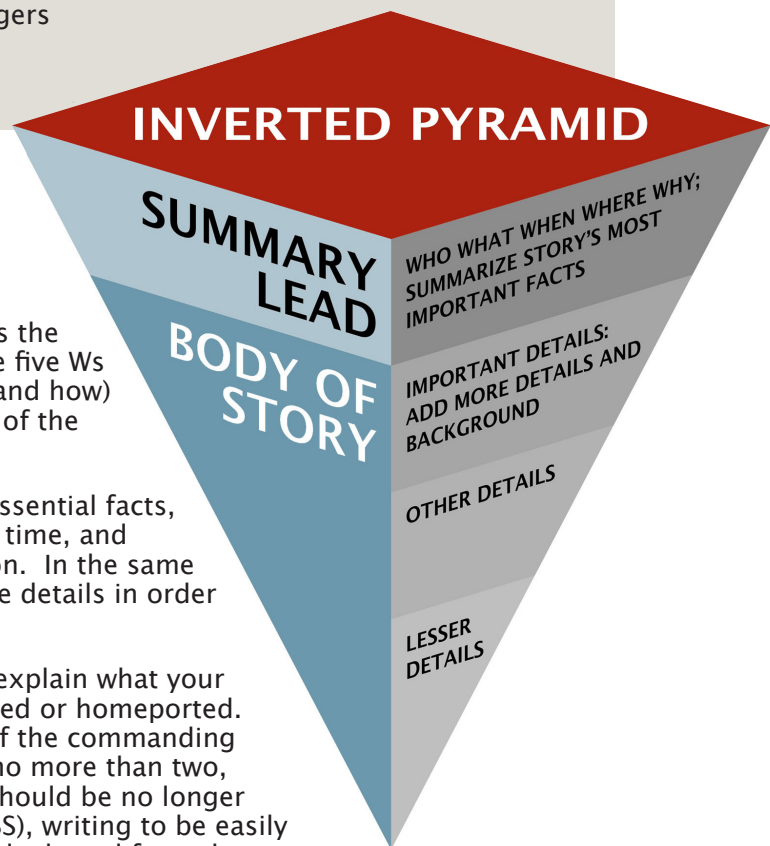
How to Write a Basic News Release

What You'll Need	Optional	SAMPLES
• A computer • A topic to write about • Answers to as many of the five Ws and H as possible • The ability to get the story written and approved within 24 hours of the event	• Accompanying photos • Quotes from command leadership, event participants or program managers	Available at http://www.navy.mil

The basic news release is written in what is known as the "inverted pyramid" style, which puts the most important and basic information first.

This information goes in what is known as the lead sentence. The most important of the five Ws and the H (who, what, where, when, why and how) begin this sentence, followed by as many of the others as possible.

The body of the release expands on the essential facts, elaborating on details one paragraph at a time, and includes quotes and additional information. In the same order as the lead, the body should provide details in order of importance.

The last paragraph of the release should explain what your unit does (its mission) and where it is based or homeported. It is not necessary to mention the name of the commanding officer. Basic releases should be short – no more than two, double-spaced typed pages. Sentences should be no longer than 25 words. Keep it simple, Sailor (KISS), writing to be easily understood. Quote the opinions of individuals and facts that are not easily verified.

INVERTED PYRAMID

SUMMARY LEAD — WHO WHAT WHEN WHERE WHY; SUMMARIZE STORY'S MOST IMPORTANT FACTS

BODY OF STORY — IMPORTANT DETAILS: ADD MORE DETAILS AND BACKGROUND

OTHER DETAILS

LESSER DETAILS

RESOURCES:

Navy Media Content Services website
(http://www.navy.mil/submit/index.asp)
Navy.mil (http://www.navy.mil)
Navy Style Guide (http://www.navy.mil/submit/view_styleguide.asp)
Associated Press Style Guide
(available for purchase at http://www.apstylebook.com)
Mass Communication Specialist – Basic Training Manual, Chapter 3
(https://courses.netc.navy.mil/courses/15010A/15010A.pdf)
Essential Skills Writing Course at NPASE East or NPASE West

How to Manage Website Content

What You'll Need	Self Assessment
• Internet Access • Access to your command's internet site code/ Sharepoint server if you'll be the person posting the content • Training if you'll be the one posting the content	Use the website Self Assessment Checklist available at the link below to ensure your command site is in complete compliance with SECNAVINST 5720.44C and other relevant DoD and Navy instructions.

The appearance, accuracy, currency and relevance of the information presented by Navy commands on their websites reflect on the Navy's professional standards and credibility. Commands should limit posted information to information unique to their command. If you don't own the information, don't post it directly. Linking to other government sites is best practice here. Another tip for managing and maintaining websites is to visit other Navy command sites and talk to other webmasters about what does and doesn't work for their audiences. Your public affairs chain of command can explain where command websites are physically hosted and provide associated guidance.

Prior to posting anything to your command website, you'll need to review it to ensure it is appropriate and approved for public release.

SPECIFIC CONTENT TO INCLUDE AND REGULARLY REVIEW FOR ACCURACY:	Current biographies and official photos for the commanding officer, executive officer and command master chief or chief of the boat. The Privacy Act and current Navy and DoD regulations prohibit including the following information in biographies posted to publicly accessible websites: • Information identifying family members, such as names • Place and date of birth If you need inspiration, flag officer biographies are available at http://www.navy.mil/navydata/bios/bio_list.asp	Current historical information. Update AFTER deployments and major operations are completed or after preparing the command's annual operations report.
	A current photo of the command	Details on how to contact the command via email and phone. Use an email such as commandpao@navy.mil or ussshipwebmaster@navy.mil and either an office or official cell phone number. Do not post your name or personal navy.mil address.
	Basic facts about the command – location/homeport, command mission. These should not change very often.	
	News stories and imagery (still photos and video) approved for public release as they become available, or link directly to your command's local site on navy.mil.	

RESOURCES:
SECNAVINST 5720.44C, Chapter 7 Website Self Assessment Checklist http://www.public.navy.mil/fcc-c10f/niocnorfolk/Pages/RegisterYourSite.aspx

How to Create and Manage an External Offical Presence (EOP) for Social Media

What You'll Need	Examples
• Internet Access • Bandwidth	• U.S. Navy on Facebook • U.S. Navy on Flickr

The Social Media Handbook for Navy PAOs and the Navy Command Social Media Handbook explain the considerations involved in deciding to establish a command external official presence on social media sites, how to set them up, and how to manage them. Download and read them for trusted advice and guidance.

Command updates to social media sites are not intended to replace the traditional news release or command website but to supplement them by enhancing stories and reaching different audiences.

A word about posting videos to Facebook, YouTube and other social media sites

If someone at your command, you or your command has the capability to create a music video or other multimedia content, be sure BEFORE posting the product to your command website, Facebook, YouTube or other social media site that all of the product's contents either are not copyrighted or that you have the rights to use the content, be it music, video, graphics, photos or other copyrighted content. Just because a video clip, song, picture, graphic, etc. is posted on the Internet or is free, does not mean that it is not protected by a copyright.

RESOURCES:

Social Media Handbook for Navy PAOs available at
(http://www.slideshare.net/usnavysocialmedia)
Navy Command Social Media Handbook available at
(http://www.slideshare.net/USNavySocialMedia/navy-command-social-media-handbook-webx)

How to Request Permission to use Copyrighted Songs for Multimedia Products

Every day, CHINFO receives excellent products from the Fleet for consideration to be posted on the U.S. Navy Facebook page and YouTube channel. Unfortunately, we can only use a small fraction of them, because the Sailors who produced them included imagery, video, music or other content that is copyrighted and they didn't have the rights from the artist to use it. These same products often have been posted to the command's Facebook page or website violating the artist's copyright. There are two easy ways to prevent this from happening at your command – one, use content that isn't copyrighted from the start, or, two, get permission from the artist to use the copyrighted content.

Sources of Music for Use in Videos Created for Public Release

NAVY BANDS

If you are preparing a production and don't want to go through the approval process or don't have the time to do so, you could contact the nearest Navy Band and request its CDs. Some clips are available for download from the various Navy Band websites. These recorded performances of popular and military themed music are perfectly acceptable for producing local, one time, multimedia productions.

KILLER TRACKS

CHINFO has U.S. Navy Public Affairs (PA) annual enterprise license with Killer Tracks (KT), a Los Angeles–based company. This license allows a U.S. Navy ship or station in the U.S., its territories and at overseas military installations to access a comprehensive library of music tracks available on–line in multiple file formats. KT has 21 libraries showcasing thousands of tracks cataloged by a growing list of classical and contemporary genera.
Email NavyMedia@navy.mil to receive business rules and information for log–in and password.

REQUESTING PERMISSION TO USE COPYRIGHTED MATERIAL

Consent to use copyrighted material can be costly, depending on the value of the material. The original creator of the copyrighted work is often not the owner of the copyright. The copyright owner will often grant the military services permission to make limited use of the material without a charge. Unless you know there will be a fee, make your initial request for free permission.

If you decide to use copyrighted material, you will need to track down the owner of the copyright. The Copyright Society of the U.S.A. explains how to find the copyright owner for most types of copyrighted content at:

http://www.copyrightkids.org/permissioninformation.htm

Once you've found the copyright owner, then you need to request permission to use the content directly from the copyright owner or the owner's agent in accordance with SECNAVINST 5870.4A.

INCLUDE THE FOLLOWING IN YOUR REQUEST:

- Complete identification of the material, including the title of the program, name of author or artist, exact copyright notice(s) appearing on the work, and when appropriate, date and time of airing
- Designation of the exact portion of the work to be used (e.g. amount, time, segments)
- Requests for blanket permission to use excerpts "as later determined" are not acceptable
- Statement of intended use(s) of the material including, when appropriate, number of copies to be made; intended distribution, whether material is to be sold and contemplated fees or charges in connection with use or distribution of the materials; length of time material will be used; and dates, media, and intended audience of public performances or displays
- Intended modifications of the work, if any

Do not request greater rights than are actually needed. Submit your request in duplicate so the recipient may retain one copy and return the other granting permission. Indicate on your request that the copyright owner may designate the copyright notice and credit line to be used. Enclose a self-addressed return envelope.

If approval is granted, a copy of the approval must be maintained with the work request until the work request is destroyed, and then it should be filed indefinitely.

RESOURCES:

U.S. Copyright Office
http://www.copyright.gov/

How to Investigate the Copyright Status of a Work
http://www.copyright.gov/circs/circ22.pdf

Copyrighted Song and Video Recordings
DoD Directive 5535.4

Copyright
SECNAVINST 5870.4A

Department of the Navy Public Affairs Policy and Regulations, Chapter 2
SECNAVINST 5720.44C

Navy VI Program Policy and Responsibilities
OPNAVINST 3104.A

Navy Public Affairs Guide to Public Release of Information and Imagery

Copyright Society of the U.S.A.: Getting Permission to Use Copyrighted Works

How to Manage a Fleet Hometown News Program

What You'll Need

- Blank Fleet Hometown News Forms
  (https://www.chinfo.navy.mil/fhtnc/FHTN_5724_2010.doc)
- A personnel roster
  (to ensure correct spelling of names and to help track your outreach efforts)
- Pens and clipboards
  (to take when you visit the various divisions at your command)

The Fleet Hometown News Program generates public awareness of the accomplishments of our people in their hometowns. These hometown news stories inform the American public about the capabilities and operations of our naval forces serving around the world and often put a local face on international events.

GETTING A FLEET HOMETOWN NEWS PROGRAM STARTED

The most effective way to get the FHTN program started at your command is to personally visit each and every division at your command. Some CDPAOs have success in requesting time to speak about FHTN during morning quarters or some other regular division meeting. Tell the gathered Sailors what the program is, how participating can get them recognized for the positive things they do, and how to participate. Then have each Sailor fill out the form. Before leaving, ensure each form is legible, properly completed and signed for the Sailors who wish to participate.

Once you've done this, get on the command check-in form or speak at command orientation, and as people check in to the command, have them complete the form and add their forms to the file. Also be sure to get on the command check-out form so you remove Sailors as they transfer out.

To help manage the file, request regularly-updated personnel rosters from your Admin Officer/ Department. Every 60 days, compare the hard copy form file you have against the current roster, removing personnel who have transferred and updating ranks/rates of those who have been promoted.

PREPARING AND SUBMITTING A UNIT HOLD FILE

Sixty days prior to deployment make the rounds to all the divisions at your command, explaining both the FHTN Program and the stories released through it over the course of the upcoming deployment. You will need to compare the forms you have on file against the personnel roster. Once you have done this, follow the directions contained in the "Deployed Hold File Instruction," available at:

https://www.chinfo.navy.mil/fhtnc/FHTN_Handbook2011.pdf

UPDATING A UNIT HOLD FILE

At least every 30 days while deployed, report any updates to the hold file about personnel who have detached from the command or whose status changes, i.e. promotion, death, injury, arrest, divorce or change in biographical information. Send additional forms to FHTNC as necessary.

REPORTING CASUALTIES

Include FHTNC (FHTNC NORFOLK VA//00//) in any naval messages reporting personnel casualties.

HOLD FILE RELEASES – ENTIRE HOLD FILE

During each deployment, there are three releases that must be made for the entire hold file – the beginning, middle and end of deployment. Complete details on how to prepare and submit these required hold file releases can be found at:

https://www.chinfo.navy.mil/fhtnc/FHTN_Handbook2011.pdf

Additional entire hold file releases may be made during a deployment on the occasion of participation in major exercises and operations, port visits and other unusual or significant events involving the entire command.

INDIVIDUAL RELEASES

Releases may be made on specific individuals at your command to recognize individual achievements for the following events:

- Reporting aboard
- Promotion/Advancement
- Reenlistment (include the length of reenlistment)
- Completing warfare qualifications
- Awards and Medals: Certificate of Commendation, Meritorious Mast, Navy Achievement Medal, Good Conduct Medal, etc. Attach copy of signed citation to FHTN form.
- Marine/Sailor of the Quarter and Year. Attach copy of signed citation to FHTN form.
- Retirements (provide brief synopsis of assignments, achievements and awards).
  Do not submit stories about discharge or releases from active duty.
- Completion of resident schools three weeks or more in duration
  (if possible, attach course description to FHTN form).
- Off-duty scholastic achievement for degrees or certificates
  (receipt of associate, baccalaureate or graduate degrees make good stories).

RESOURCES:

SECNAVINST 5724.3A Fleet Hometown News Program Policy and Procedures (http://doni.daps.dla.mil/Directives/05000%20General%20Management%20 Security%20and%20Safety%20Services/05-700%20General%20External%20 and%20Internal%20Relations%20Services/5724.3A.pdf)

Fleet Hometown News Service (https://www.chinfo.navy.mil/fhtnc/index.html)

How to Work with the Media

At some point as a CDPAO you may work with the civilian media. The most important thing to know is that you are not in it alone. The full-time PAOs further up in your PA chain of command will be with you every step of the way. Most often, that PAO may come to you or your commanding officer for information to respond to a query – your speedy cooperation as the CDPAO is essential to telling the Navy story.

When things happen that are of interest to the civilian media, everything will be fast moving and will require quick responses from you and your command. Most news media work on extremely short deadlines and require immediate answers.

Occasionally, you will receive queries directly from the media. When this happens, take down the reporter's name, phone number, news organization, deadline and questions, and ask to get back to them. Then immediately contact the PAO at your next highest echelon with your proposed response for additional guidance. Sometimes that PAO will have you respond directly. Sometimes the reporter is working on something larger with a broader impact to the Navy, and the issue should be worked further up the PA chain of command.

Even if the next PAO in your PA chain of command takes the query for action, if you said you would get back to the reporter, then let him/her know who will be following up on the query. Your credibility and that of the Navy could be at stake if you do not.

If you receive more than three queries on a particular subject, you should consider sending out the information in an external news release coordinated with the next PAO in your PA chain of command as soon as possible.

RESOURCES:

SECNAVINST 5720.44C

How to Plan for and Host Embarked Media

Hosting media visits to Navy commands is a highly effective method of telling the Navy story. Reporters who embark on ships to observe operations and exercises and talk to Sailors will come away with a lasting and positive impression of their Navy at work.

Your Fleet or TYCOM PAO will inform you when media would like to tour your command or embark your ship and will likely send an escort to lead the group. Media may contact shore commands for tours directly. The following tips will help the CDPAO plan and execute media tours and embarks alike:

PREPARING FOR EMBARKS

- Hold a pre–visit briefing well in advance for major embarks. Introduce the CO and other key players to each other, if possible.
- Review "ground rules" and assign escort officers.
- Don't expect reporters to stay in a large group; TV, wire service, newspaper and new media reporters have different needs.
- Prepare a checklist for reporters visiting ships, including safety considerations, where to report in case of emergency, designated "off–limit" areas, what to do in case of general quarters, and any photo restrictions.
- Inform the command in advance.
- Get the reporter's name, affiliation and duration of visit. Consider issuing ID badges or cards.
- Plan appropriate accommodations if required.
- If an accident happens while media are visiting, share the news quickly and honestly; keep security and family privacy concerns in mind.
- Help reporters cover emerging stories if at all possible, without interfering with operations.

ESCORTING THE MEDIA:

- Develop a plan to include the most important and visual elements and interviews.
- Greet the media upon arrival, and ensure they are escorted at all times.
- Offer reporters a press kit which includes photos of the command and the CO, a welcome aboard brochure, and other unclassified information that has been requested.
- Be aware at all times of the surroundings and conversation. Show your command in the best light possible.
- Give a tour of unclassified spaces that depict command mission.
- Arrange interviews with leadership and Sailors.

- Arrange opportunities for photos.

- Arrange coffee, snacks and meals when appropriate.

- Arrange accommodations if needed. (O–4 accommodations are appropriate when available).

- Avoid conflict with shipboard evolutions, exercises and drills.

- If you embark several media at the same time, remember that they have different format needs, and to the extent possible you should not lump them all together – or herd cattle. Print reporters want longer, thoughtful interviews, and photographers want representative imagery. In shorter embarks it is difficult to meet their needs if you don't break them out.

- Afterwards, provide feedback to the Fleet or TYCOM PAO who arranged the visit/embark or the next immediate PAO in your PA chain of command. Review what went well and what you can do to improve.

RESOURCES:

SECNAVINST 5720.44C
CHINFOINST 5720.8A

How to Provide Public Affairs Support During an Accident/Incident

What You'll Need

- Something to take notes with
- A means to communicate with staff on the scene, the PAOs in your chain of command and your command leadership. Depending on the situation, this might be a landline phone, a mobile phone, a command radio, email, etc.
- Access to the senior members of your command to get information
- Rapid access to the scene if media presence is likely.

Major accidents or incidents require public affairs support immediately as well as around the clock in the days following. It's a good bet that you will never be 100–percent prepared for all accidents and incidents.

In the event of a significant accident or incident, it is imperative the information is made available to the public using the maximum disclosure, minimum delay guideline and not be held pending inquiry. Per PA Regulations, the goal is to release the information within one hour of the time the command is notified. However, releases should not be distributed before the situational or operational reports (SITREPS and OPREPS) have been sent. Doing so can unduly influence an investigation and inadvertently drive the crisis.

In the event of an accident or incident at your command, as the CDPAO you will be responsible for:

- Finding out answers to as many of the Five Ws and H as possible

- Getting an initial release out within an hour working with your next higher echelon PAO. You may write this initial release or you may simply provide the facts to your next higher echelon PAO.

- Staying informed of the situation as it evolves and sharing updates with your next higher echelon PAO

- You may need to escort media or provide media escorts at the scene

RESOURCES:

The next higher echelon PAO
SECNAVINST 5720.44C

How to Plan an Event and Write a 5050

What You'll Need

- The Five Ws and H for the event
- A vision of what the event will look like

A 5050 notice is simply a document assigning the responsibilities for a shipboard event including tours. It should include as many details as possible about who is attending, what honors and support they require and who is doing what and when. It should include a schedule of events starting from when the guests arrive at the gate and concluding when they depart the gate, and every activity in between.

The 5050 Notice template in Appendix 1 provides the format to use, guidelines and some basic actions to build upon. To simplify, include your schedule of events and list of guests as enclosures rather than in the middle of the notice.

Over time you will develop standard 5050 notices for recurring events. Until then, be sure to also coordinate all of the required actions with the appropriate individuals/departments in person to ensure you have their support and haven't missed anything critical.

RESOURCES:

5050 Notice Template (Appendix 1)

How to Plan for and Conduct Tours

One of the best ways to explain and show what a command does is through tours. For planning purposes, commands should have two standard tours, one for distinguished visitors (DV) and one for the general public. DV tours tend to be longer and may be tailored to address the specific interests of the DV party. A standard tour route for non-DVs should highlight the key activities supporting the command mission, be able to handle a group of 10-20 people at once, have a minimum of stairs and not transit through heavy work areas, classified spaces or berthing areas. Tour lengths can vary depending upon the size of the command, the size of the tour group and how many tour groups you need to host during any given time period.

If the tour is for a DV or scheduled during the workday, you will likely handle tour guide responsibilities and ensure every detail is set up for a successful visit. If the tour is during the weekend or after normal working hours, the duty section should be able to handle it. Usually a Sailor who is warfare qualified and has been assigned to the command six to 12 months can easily conduct a tour of the command or speak to a tour group about their work station. Ensure you have a tour escort at the front and the rear of the group to ensure your visitors stay together.

While you may lead the tour, you do not have to be the expert about everything on the tour. If your tour group has specific interests, you may want to have an officer or Sailor well-versed in the area of interest lead the tour or answer questions.

Planning Tips

ASSUME NOTHING ABOUT THE GROUP ASK QUESTIONS SUCH AS:	How many are in the group? Ages? Background? Any physical limitations? Any specific interests? How much time is allotted for the tour? Dietary restrictions if they will be on board during a meal?

- Consider the entire visit a single evolution, from arrival at the gate to returning to the gate.

- Develop and test a 5050 notice for each type of tour. You can adjust as necessary. Meet with the key players early and talk through the visit from start to finish. Get the required commitments from other key players.

- Designate the appropriate uniform and ensure everyone wears it during the visit. Also include this in the plan of the day.

- Know the proposed tour route and ensure everyone else knows it as well.

- Ensure work is paused while the tour group is in a particular space.

- Know what the presenters are going to say. Comments shouldn't be too brief, nor too long or too detailed.

- Check the tour route personally – once early and once just before the tour.

- If arrival honors, flag hoists, etc. are necessary, ensure the details are included in the 5050 and that the appropriate people are briefed. If you have questions about what honors are required, contact your TYCOM or Fleet Protocol Office.

- For DVs, determine if a plaque or other gift is appropriate, who will present it and when. A gift exchange is almost always part of a command visit when overseas and care must be taken that gifts are of a similar value and nature when possible.

- Set visitor expectations prior to the visit. Notify visitors in advance of the visit of proper attire and footwear, if there will be a lot of stairs or other obstacles physically challenged individuals might have issues with, if they will be required to pay for meals, if they will have the opportunity to purchase command memorabilia and of anything else they should be aware of prior to their visit.

- Questions asked beyond the knowledge level of the escort/briefer should be answered before the visitor leaves, or if appropriate, passed to higher authority for response.

RESOURCES:

5050 Notice Template (Appendix 1)
Previous 5050 Notices from your command

How to Communicate with Families

A critical requirement for a deployed command's public affairs program is to regularly and effectively communicate with the families. This can be done in a number of ways – familygrams emailed or mailed to the families, interaction in social media being mindful of OPSEC, ombudsman hotlines, family phone trees and family support group meetings are among the most commonly used.

You will need to work with your commanding officer to understand how he'd like to communicate with families and how often. You may be asked to ghost write a column for the familygram or regular Facebook notes. You'll also need to work with the ombudsman and family support group to learn how to best reach families, both those located near the home station and those who are not.

If your command has an external official presence on Facebook or Twitter, be sure the families know where to find it and encourage them to "Like" or "Follow" the command. Many Sailors don't have time to call or email as frequently as their families and friends would like. The EOP enables families and friends to engage with other families and the command as their schedules allow.

Here are some best practices to keep in mind if your command goes the social media route

- A command presence on social media cannot and should not replace communication through other channels. OPSEC concerns will prevent you from sharing information that the families need which can be shared using other methods.

- Post regularly and highlight activities from every department. Some commands plan to feature a different department every week and a different Sailor each day.

- Post photos of award ceremonies and other activities when possible.

- If you have bandwidth issues, email the information to your shore detachment and have another authorized person post for you.

Families and friends are most interested in hearing about THEIR Sailor, so any information you have on awards, promotions or completed warfare qualifications are popular. Families enjoy anything you can share that fosters a better understanding of what the unit does during deployment, both on and off duty. You'll be surprised how many people will thank you for this information when your unit returns. They also are curious about where the unit is and when it is coming home. This information is better shared in private channels such as through mailed familygrams or at family support group meetings.

RESOURCES:

Command Ombudsman
Fleet and Family Service Support Center
Family Support Group

How to Plan for
Family Days, Family Cruises
and Tiger Cruises

The occasional embarkation of families and personal guests of naval personnel contributes to morale and instills a sense of pride in the Navy and in their ships. Before planning your ship's Family Cruise or Tiger Cruise, be sure to check with your TYCOM PAO and either USFFC or PACFLT Public Affairs for Fleet specific instructions which apply in addition to OPNAVINST 5720.2M.

AS OPNAVINST 5720.2M STATES THE POLICY SUCCINCTLY, IT IS EXCERPTED HERE

8c. Relatives and Civilian Guests of Naval Personnel

Relatives and civilian guests of Naval personnel (includes Civil Service mariners employed by COMSC and civilian mariners serving aboard MSC–controlled ships bearing USNS designations) may be authorized when accompanied by their sponsor to embark Naval ships sailing on cruises for short duration. The following requirements apply:

(1) Space aboard all naval vessels is limited and regardless of how safety conscious a command may be, there is always an element of risk, particularly to young children; therefore, embarkation of children under age 12 is not recommended.

(2) Embarkation during daylight hours may be authorized by the Commanding Officer of a ship without reference to higher authority when the ship remains within the confines of the harbor or port, such as when shifting berths.

(3) Relatives and civilian guests may be authorized roundtrip and port–to–port overnight embarkation within the Continental United States (CONUS), between CONUS and overseas ports or between proximate overseas ports. The duration of those cruises should normally not exceed the direct transit time between the authorized ports. Intermediate foreign port visits are generally not appropriate.

(4) Overnight embarkation of women is permissible on ships that can provide appropriate accommodations. Appropriate accommodations are defined as those which can be identified for the exclusive use of women.

(5) Dependents of either gender may be embarked during cruises between ports within CONUS, between CONUS and Hawaii, or between COMUSNAVEUR ports and CONUS when such cruises are scheduled incident to a homeport change or a scheduled overhaul period. COMUSFLTFORCOM, COMPACFLT, and COMUSNAVEUR have authority to expand these areas and may further delegate this authority.

PLANNING CONSIDERATIONS

• You'll need to provide activities appropriate for all ages embarked. You can expect to have participants age 12 to 100.

• Safety of all guests is paramount. Ensure your guests receive a safety briefing and know where to go if the ship goes to general quarters, loses power or suffers some other casualty.
It happens, so plan for it.

RESOURCES:

OPNAVINST 5720.2M
Embarkation in U.S. Naval Ships
(available at http://doni.daps.dla.mil)
Fleet Level Instructions

How to Plan and Pull Together the Cruisebook

What You'll Need

- An idea of your command's photography and graphics capabilities
- Volunteers
- A computer

Producing a cruisebook is a major undertaking. The cruisebook officer does not have to produce it alone. Nor does the cruisebook officer have to be the CDPAO or an officer at all. That said, producing the cruisebook is a natural fit with PA duties as you already know what the key events and accomplishments were and you'll likely have photos from them.

Producing a cruisebook starts long before the unit/ship deploys. Several months prior to deployment, you'll need to work with your CO and MWR committee to determine funding levels and the unit desires for the cruisebook. Once you know how you'll fund it, approximately how much you want to spend on each book, approximately how many books you'll want and what you'd like included(cover, number of pages, color?, DVD, help with layout, etc.), you'll need to contact at least three publishers to get pricing and ask about publishing capabilities. Then you'll work with your supply officer and FISC to get a contract in place.

While the contract is finalized, reach out to the unit members to recruit volunteers. Look for those with high school or college yearbook experience or printing, photography, journalism or commercial art training or experience (or a strong interest, at the very least).

070120-N-2659P-006
Pacific Ocean (Jan. 20, 2007) – Aviation Electronics Technician 2nd Class Thomas Hayward poses for his cruise book portrait on the aft mess decks aboard the Nimitz-Class aircraft carrier USS John C. Stennis (CVN 74) during a scheduled deployment. Stennis is conducting carrier qualifications with embarked Carrier Air Wing Nine (CVW-9) off the coast of Southern California prior to heading to the U.S. Central Command area of operations in support of the global war on terror. (U.S. Navy photo by Mass Communication Specialist 3rd Class Paul J. Perkins/Released)

RESOURCES:

Your command supply officer
Your command MWR officer
The local Naval Supply Systems Command
Fleet Logistics Center (NAVSUP FLC)

How to Update and Translate Welcome Aboard Pamphlets

What You'll Need

- Current official photo and biography for commanding officer
- Current photo of the ship or unit
- Computer with word processing software

Welcome aboard pamphlets are an effective way to introduce visitors to the command, its mission, vision and guiding principles through words and images. Welcome aboard pamphlets should be updated, translated and printed prior to deploying. Local commercial vendors can be used to translate the content into the languages of the ports the unit is most likely to visit. The PAO at your type commander or at the numbered Fleet for the area you're deploying to may be able to recommend local translation resources. Printing normally is supported by the Defense Logistics Agency Document Services (formerly known as Document Automation and Production Services, or DAPS), which can be contacted via email at custinfo.daps@dla.mil or by phone at 1 (877) 327–7726. Translation and printing services are funded from the unit's operating fund or O&M.

RESOURCES:

Existing Welcome Aboard pamphlet
Ship or Unit history
DLA Document Services
(http://www.documentservices.dla.mil/)

How to Prepare a Port Brief

What You'll Need

- To know which port you are preparing a brief for
- Information from the above sources on your port
- How you plan to share this information with the unit personnel

After spending time at sea, everyone on the crew will be anxious to get ashore for liberty. A good port brief enables them to make the most of their time ashore and to stay safe.

Begin pulling together port briefs as soon as you know you're deploying. Build a file for each of the ports you are likely to visit. It's better to have the information and not need it, than to need it and not be able to get it.

Your port brief should include the following information:

- The local language and a few key phrases
- The local currency, exchange rate and locations of currency exchanges /ATMs
- A list of customs or habits which may be offensive to the locals
- Local sightseeing and available tours
- Good buys/bad buys – what is the area known for?
- Food specialties – what to try and what to avoid
- Transportation – both command–sponsored (include a schedule) and on your own
- Phone numbers for shore patrol, beach guard/party, embassy
- Parts of the city to avoid/crime to be aware of
- When liberty expires
- Where to call home from – calling centers or places to purchase local SIM cards or calling cards
- Anything else first–time visitors need to know

All of this information is important to have handy, so you'll want to provide it in some sort of hard copy such as an attachment to the plan of the day or handouts available on the quarterdeck.

RESOURCES:

State Department Background Notes: (http://www.state.gov/r/pa/ei/bgn/)
State Department Travel Information: (http://travel.state.gov/travel/cis_pa_tw/cis/cis_4965.html)
CIA World Factbook (https://www.cia.gov/library/publications/the–world–factbook/)
USO International (www.uso.org)
Fodors Travel Guides (http://www.fodors.com/ • be aware this is copyrighted content)
Lonely Planet Travel Guides (http://www.lonelyplanet.com/ • be aware this is copyrighted content)
Your command MWR officer or Fun Boss
Your local NCIS rep
The local embassy or consulate
Your TYCOM or Fleet PAOs – they may have video port guides available
PAOs recently returned from deployment

How to Become a
Designated PAO

The Navy needs motivated and talented people in public affairs. A successful tour as a collateral duty PAO can make you a strong candidate for lateral conversion to full time public affairs as a 1650. Your first step should be to reach out to people who are already PAOs and ask them detailed questions, such as typical duties, what skills they use the most, and their advice on applying for the program. You should also build your portfolio of communication products (command or off-duty) to include in your lateral transfer/re-designation board package. Everything counts. Consider including your best news articles, photos, community relations projects, digital media products, newsletters and communication plans.

Another way to gain public affairs experience is by volunteering at a public affairs office. Many staffs at the base PA office or even the Chief of Information (at the Pentagon) may agree to accept you on no-cost TAD orders to learn the basics of public affairs operations. Check with your commanding officer to see if there is a window of downtime you can use to do this. Consider opportunities to network with the PAOs in your area, making sure you build relationships now.

Lastly, don't give up! You may not get selected on your first try. Your community may be unwilling to give you up. Keep applying and show continued growth in public affairs with each additional application. The board will notice! We hope to see your name on the next re-designation list!

APPENDIX 1: 5050 NOTICE TEMPLATE

<div align="right">

CANC: MMM YY

COMMANDNOTE 5050
DD MMM YYYY
(LEAVE BLANK; ADD ONCE SIGNED)

</div>

COMMAND NOTICE 5050

Subj: DISTINGUISHED VISITORS/MEDIA/GENERAL SHIP TOURS FOR DAY
MONTH YEAR

Ref: (a) Any applicable references are inserted here

Encl: (1) Roster of visitor names and required honors
       (2) Itinerary or Schedule of Events
       (3) Tour Route

1. Purpose. To assign responsibilities and provide direction
for Distinguished Visitors (DV)/Media/General ship tour on day
month year.

2. Background. Command/Ship visits are an excellent
opportunity to provide guests with a better understanding of
the Navy and our command mission. Include background on visit
including who, what organization they represent, arrival and
departure times, number and gender of guests, point of contact,
travel arrangements/parking requirements, special interests,
dietary restrictions, etc. Enclosure (2) details the tour route
to be used.

    a. Date: Day Month Year

    b. Time:

    c. Group Description: Provide a brief description of the
group and the organization they represent. Enclosure (1) details
the guests' names and titles along with the required honors.

    d. Number/Gender: XX/male and/or female

    e. Group POC: Include name, office and mobile phone numbers
and email address.

f. Transportation: If required to get from the gate to the command (as when ships are at sea or security or local parking issues prevent POVs on base).

   g. Special Interests: Provide any special interests here.

3. <u>Itinerary or Schedule of Events (select one)</u>. Enclosure (3) contains the schedule of events for this event and Enclosure (3) details the tour route to be used.

4. <u>Uniform</u>.

5. <u>Action</u>. The following actions are assigned:

Include as many subparagraphs as necessary to complete tasking. No detail is too small to not include. Most ship visits require the following actions.

   a. <u>Public Affairs Officer</u>. Overall event coordinator. Provide number of Welcome Aboard Brochures to Quarterdeck no later than time, date of tour. Provide photographer on Bridge.

   b. <u>Duty Section Leader</u>. Provide number of tour guides to conduct tours. Tour guides should be individuals who are familiar with the ship and preferably warfare qualified. Ensure parking space is available at the head of the pier for number of vehicles.

   c. <u>Air</u>. Prepare Flight Deck and Hangar Bay for tours (unless secured).

   d. <u>Deck</u>. Prepare designated space for tours.

   e. <u>Executive</u>. Prepare designated space for tours.

   f. <u>Medical</u>. Prepare Medical for tours. Ensure duty HM is on station to provide operations brief.

   g. <u>Navigation</u>. Prepare Bridge for tours.

   h. <u>Operations</u>. Prepare Combat Information Center for tours. Ensure duty OS is on station to provide operations brief.

   i. <u>Supply</u>. Prepare Mess Deck for tours. Ensure Ship's

Store is open during tour with cash on hand to allow guests to purchase memorabilia items.

6. Cancellation. This notice is cancelled upon completion of the subject visit.

                                        SIGNATURE BLOCK
                                        (NAME IN ALL CAPS WITH FIRST INITIAL,
                                        MIDDLE INITIAL AND LAST NAME)

Distribution: